

1. Call to Order

- Chair Election
- Review of Previous Meeting Minutes
- Expenditures Report Review

2. December Retreat Topics

- Virginia Main Streets Facilitation
- Goal and Priority Setting
- Budget Planning
- Other

3. Chair Updates

- 2015 Meeting Schedule
- Budget Discussion of Parking Validation Coupon Expense

4. City Council Updates

5. Committee/ Work Plan Updates

- Design
- Promotions
- Economic Restructuring
- Organization

6. Downtown Manager's Updates

- Event Updates
 - Octobeer Fest - October 17 & 18
 - Spooktacular
 - Holiday Decorations
 - Holiday Events
 - Parking Elf
- Other

7. Old Town Winchester Business Association

8. Public Comments

9. Adjournment: Next meeting – The next regular meeting will take place **December 4, 2014 from 10 a.m. – 3 p.m. at a location to be determined.**

Attendees: Lauri Bridgeforth (Chair), Terry Bohan, Beau Correll, Scott Dawson, Susan Drew, Marilyn Finnemore, Cory Garman, Mark Lore, Rick McClendon, and Andrea Smith. **Downtown Manager:** Jennifer Bell. **City Manager:** Eden Freeman. (Notes taken by Sarah Acuff Chapman)

- **Call to Order**
 - Approval of Previous Meeting Minutes – approved unanimously.
 - Expenditures Report – no questions.
- **Security in the Downtown – Guest: Officer Trey Rounds**
 - Chair will allow a couple minutes for questions. Officer Rounds addressed the board. Sgt. Schraff not able to attend. Available to answer any questions. Welcomes feedback on different style of policing downtown, i.e. has it been effective, or not, or need to tweak?
 - Recognize the difficulty in being everywhere at all times. Are you addressing the issue and coming up with a strategy regarding a more consistent presence on the walking mall on all evenings? It seems some who like to cause problems tended to know when officers are there and when they are not. Like bicycles zooming on the mall.
 - Work at the discretion of the Chief. Schedule changes so not to be predictable. If issues need to be addressed in other areas of the city, CRT can pull officers over to that. Capt. Watson has requested that patrol officers assist CRT with patrolling in the evenings which means more coverage. Will pass through the downtown mall while on duty. Includes second shift and night shift. Night shift has stepped up and done foot patrols on the mall in twos checking the area and doors.
 - Request status updates on types of incidents seen on the mall.
 - Most issues are incidents not being reported or receiving a voicemail a few days after the incident. Need to know when it happens so it can be addressed. Bikes on the mall. Officers try to address best they can, but the ones causing problems are often gone by the time they are reported. Officers do circle the area and look for them.
 - Public comment. Real concern is that it's a pedestrian mall. Children not holding mother's hand. Bikes going fast. Dangerous. Skateboarders come from Indian Alley by the Taylor.
 - Previous downtown officer had his schedule where he was on the mall for 10 hours a day. Same times every day. Problem from that is people know when officer is there and when he is not. Now trying to change the schedule around.
 - Public comment. What amount of time are officers patrolling in plain clothes versus uniform? Think uniform is very important.
 - Majority of time throughout the summer have been in uniform. Main reason for plain clothes is to deal with the panhandlers and drinkers. Not going to see them pass an officer most of the time. During the winter, people have asked the plain clothes officers for money and officers can address the issue right then. Almost completely eliminated the majority of the panhandling that was happening compared to what it was.
 - Public comment. Planters serving as platforms for public singing. Can be excessively loud, long duration, shouting not singing. Customers can hear from back of store. Nuisance.
 - As long as people singing/playing guitar are not asking for money, generally the officers do not interfere. Those that are screaming and shouting and causing a problem, officers speak to. Difficult situation. Try to enforce loitering, but loitering has many aspects to it. Walking Mall with

planters designed for people to sit. It is a public street. Try to find ways to move people along without violating their rights to be there.

- Public Comment. Do night time patrols deal with people sleeping in alcoves? Had some complaints from businesses that areas are being slept in and used for restrooms. Dharma Studio and next to Dollar General. Nuisance is that they are watching the yoga lessons like television.
 - Patrols for the past week, change to night shift, 8 p.m. to 8 a.m., in response to the breaking and entering incidents on cars and houses in the city. While on duty, ran off several people sleeping on the Court House Museum steps, the Handley Library steps, and it seems like it's the same people every time. Chase them off of one location and they move to the other. Have identified the people, officers know who they are. Problem is that they are not sleeping in the same area. Move from one to the other. Flirting with the line of trespassing. Issue is being watched. Will forward issues on to Capt. Watson to address with the night shift.
 - Agree on importance of officers being visible downtown in uniform. Glad plain clothes used to address a specific problem, but the majority of time is in uniform.
 - Any recommendations for what we can do to help with the bicycles or loud singers?
 - For those that are being a nuisance, drawing a crowd, people standing around causing an issue, call the police department and report what is going on. Biggest issue is problem not being reported when it happens.
 - Heard from members of the business association that they do not want to call the emergency number, they want to call the non-emergency number or call and leave a message for you (Officer Rounds). Is it worth calling the dispatch if something is happening?
 - There is a non-emergency line that goes directly to dispatch. 662-4131. Not the 911 line. If Officer Rounds is on duty, the call is automatically given to him. Business owner called and left voicemails, but officer was on duty and was not forwarded the calls. Issue was addressed. Splash Pad issues. Some businesses aren't too happy with the Splash Pad. Received complaints about the Splash Pad regarding the type of people who hang around it.
 - More of a concern than a dislike from the perspective of a parent.
 - Other complaints received. Some businesses just dislike it, wish it never went there.
 - Recommendation regarding people who hang out there. People without children and who have no business being there. Videotaping is not violating the law. If you see it going on, call and officer will come and encourage the person to leave. Cannot force them to leave. Have spoken with sex crimes detective and person in charge of offenders. Their advice is to be careful because close to profiling if not want someone there just by the way they look. Please call and officer will come. If they can ID the person, that's a way to find out if the person is an offender, whether violent or not, and close to places where there is children's daycare and schools which would put the offender in the wrong as well.
 - Public question. When businesses are closed in the evening, do the officers on patrol shake doors to make sure they are locked?
 - Yes, they are supposed to. Front and back. Just recently a night shift officer found a business door unlocked. Business was searched and everything was fine, door just happened to be unlocked.
 - Officers adjusting schedules around so they can attend everyone's meetings. If there are new issues that come up, email Officer Rounds so they can be addressed. If immediate issues, please call when they happen. If not on duty, call will be forward to the officer who is.
 - If there is anything that the OTDB can do to assist the officers, please don't hesitate to ask.
- **Chair Updates**
 - **Chair Elections.** Chair: Scott Dawson and Cory Garman nominees. Closed ballots counted. Tie at 5 votes each. Each nominee addressed the board and answered questions. Second vote resulted in 6 votes for Scott Dawson and 4 votes for Cory Garman. Vice Chair: Scott previously stepped down as vice chair. Rick

McClendon nominee. Cory Garman nominated from the floor, but declined. Voice vote. Rick elected unanimously as OTDB Vice Chair.

- **Parking Validation Coupon Program. Motion to support an expenditure of \$744.00 for the parking validation coupon.** Seconded. Discussion about source of funds. **Motion passed unanimously. Action item:** Discuss future payment as part of next budget cycle discussion. **Action Item:** Jennifer to bring current budget information to next meeting to discuss possible source of funds.
- **VMS Meeting.** Thank you for attending.
- **City Council Updates – Eden**
 - Completed work session tours of local schools. Moving back to Council Chambers.
 - Staff meeting yesterday. Discussed Special Events Policy. **More** user friendly/customer friendly special events application kit.
- **Committee/ Work Plan Updates**
 - Design – Cory
 - Façade updates: Cohiba building and Abija Blue are completed. Following up with other applicants. Deadline is Nov.
 - Next month's meeting will be a walking assessment of Secondary District. No date set yet. Will email. Steamy's has requested an outdoor dining permit; raised questions regarding appearance of secondary district. Board members invited to join walk or walk on their own and give feedback. Pay attention to structural issues, accessibility, and aesthetics.
 - Holiday Window Decorating. 25 businesses participated last year. Goal is to draw attention to businesses. Suggest a public vote during Holly Jolly. Possible prize for the winner, but not budgeted for. Staff cannot ask for gifts/donations. Policy extends to the board. Special Events Coordinator contract is different. Perhaps OTWBA could assist. Possibly combine with Holly Jolly and contract could provide for sponsor and/or prize.
 - Promotions – Mark
 - Celebracion and Ag Day well attended and organized.
 - Handley Sports event advertising went well at first football game. Need to develop way to evaluate effectiveness of advertising. Perhaps list sports event on survey for option of how attendees found out about the event.
 - Piccadilly Block Party will not be on Oct. 11. Not enough firm commitments. Will meet on Oct. 8 to discuss options.
 - Encourage board members to attend downtown events, big or small. Action Item: Get name badges with OTW logo for board members to wear during events. Visibility of board members important.
 - Economic Restructuring – Scott
 - Did not meet
 - Organization – Rick
 - VMS conference informational
 - Highlight the new Special Events Policy when received back from staff
 - Request on SU e-news for volunteers for October Fest and Spooktacular.
- **Downtown Manager's Updates – Jennifer**
 - Downtown events continue to be successful. Will consider rain dates for 2015 events. Will have OTW table set-up at October Fest to encourage shopping and dining and highlight upcoming holiday events. Spooktacular moved up to 2-4 p.m. to avoid disturbing dinner crowd.
 - Welcome Center A-frame sign successful. First two days in use saw double the visitors.
 - Thank you to Lauri for service on OTDB.
- **OTWBA**

- Thanked Officer Rounds from coming to OTWBA meeting.
 - Suggest Spooktacular trick or treating not extend onto Piccadilly for safety reasons.
 - Request emphasis on Shop Local and Plaid Friday instead of Black Friday.
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- **Public Comments:** none

Lauri thanked board members for interactions while serving as chair.

Motion to adjourn. Seconded. Approved.

Adjournment at 6:46 p.m. Next meeting –**Thursday, November 6 at 5:30 p.m.**, Rouss City Hall, 4th Floor Exhibit Hall

Professional Services/Special Events	Budgeted	October Expenditures	Current Balance
Monthly Retainer - October	\$72,708.00	\$6,097.00	\$48,776.00
Event Expenses W-50		\$3,719.94	
Event Expenses W-51		\$3,865.25	
Event Expenses W-52		\$2,629.30	
FYTD Account Total	\$196,700.00	\$16,311.49	\$124,220.46

Professional Services/Other	Budgeted	October Expenditures	Current Balance
Web Content Management for September		\$550.00	
FYTD Account Total	\$10,100.00	\$550.00	\$8,160.00

Printing	Budgeted	October Expenditures	Current Balance
Parking Validation Coupons		\$744.00	
FYTD Account Total	\$6,830.00	\$744.00	\$6,086.00

Postal Services	Budgeted	September/ October Expenditures	Current Balance
City Hall Postage - August, September		\$3.53	
Lease Charges		\$0.46	
FYTD Account Total	\$500.00	\$3.99	\$495.32

Telecommunications	Budgeted	October Expenditures	Current Balance
Work Cell Phone for September		\$49.74	
FYTD Account Total	\$720.00	\$49.74	\$570.75

Façade Grant Distribution	State Awarded	October Expenditures	Current Balance
Cohiba		\$5,000.00	
Michelle's Wigs		\$861.00	
Abija Blue		\$1,500.00	
Richard's Jewelry		\$527.50	
FYTD Account Total	\$20,000.00	\$7,888.50	\$12,111.50

Misc. Charges	Budgeted	October Expenditures	Current Balance
VA Main Street Essentials - GW		\$3,856.86	
VA Main Street Essentials - Hotel for Trainer		\$194.76	
VA Main Street Essentials - Catered Lunch		\$945.36	
VA Main Street Essentials - Catered Dinner		\$1,303.77	
VA Main Street Essentials - Thank You Gifts		\$35.70	
FYTD Account Total	\$0.00	\$6,336.45	***

*** \$6,936.45 has been reimbursed to the City by VA Main Street for Essentials expenses

Other Operating Supplies	Budgeted	October Expenditures	Current Balance
OTDB Name Badges		\$65.00	
FYTD Account Total	\$3,250.00	\$65.00	\$2,930.60

Awards/Plaques	Budgeted	October Expenditures	Current Balance
OTDB Recognition of Service		\$65.00	
OTDB Gifts		\$35.90	
FYTD Account Total	\$200.00	\$100.90	\$99.10

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November 6, 2014 - **DRAFT**

Old Town Development Board meetings are typically held on the first Thursday of each month at 5:30 p.m. in the 4th Floor Exhibit Hall at Rouss City Hall (exceptions noted below with *). All regular meetings of the City of Winchester Old Town Development Board are open to the public.

Scheduled meeting dates for 2015 are as follows:

*January 8, 2015:	Regular Meeting, will meet in Council Chambers.
February 5, 2015:	Regular Meeting
March 5, 2015:	Regular Meeting
April 2, 2015:	Regular Meeting
May 7, 2015:	Regular Meeting
June 4, 2015:	Regular Meeting
July 2, 2015:	Regular Meeting
August 6, 2015:	Regular Meeting
September 3, 2015:	Regular Meeting
October 1, 2015:	Regular Meeting
November 5, 2015:	Regular Meeting
December 3, 2015:	Regular Meeting

2015 Budget Worksheet

Budget Category	Additional Expenses/ Savings	2015 Budget	2015 notes
Special Event Promotions		72,700	Retainer
		124,000	Supplemental Appropriation for Event Expenses
		196,700	
Professional Services	-685		SESAC music license
		7,200	Website/Social media Mgmt
	+500	2,000	1,500 to Win.Ed.Foundation advertising svcs
	+900	900	Carriage Rides (unless used for Choc. Escape)
	(+715)	10,100	
Bldg Repair Maintanance		100	
Landscaping Mgmt		0	Flower watering
Printing & Binding	-744		Parking Validation Coupons
	-1241	5,700	Guide 10,000 each (2 times) (actual cost 6,941)
		300	Posters
		300	Programs
		200	Rack cards
	+107	330	Holiday Postcards (actual cost 223)
	(-1,878)	6,830	
Local Media		675	Newspaper ads
		2,200	VA Travel Guide & County Visitor Guide
		450	Visitor Center Duratran
	+1,000	1,000	Advertising for permitted special events
	(+1,000)	4,325	
Contracted Parking		0	DM Parking in Garage
Validated Parking		100	For Parking elf and events and businesses
Food Service	(+700)	700	Catered lunch, reception
Copier Charge		200	Office copies, flyers for welcome center
Postal Services		500	Mailings
Telecommunications		720	Verizon Office Cell Phone Plan
General Liability	(-562)	250	VML Insurance (actual cost 812.12)
Equipment Rental	(-120)	0	Bathrooms for Holiday Parade (anticipated cost)
Building		400	
Mileage and Transportation		660	

2015 Budget Worksheet

Convention Education		550	Expense for VA MS Conf.
VA Commission of Arts		10,000	
Downtown Improvement Repayment		50,000	Mall Project Debt Service
Dues & Assoc. Membership	-100	250	Main Streets (actual cost 350)
	+125	125	VDDA
		120	Kiwanis
	(+25)	495	
Office Supplies		200	Pens, paper, etc.
Food & Food Services		350	Stakeholder, volunteer meetings (retreat)
Landscaping Supplies		2000	hanging flower baskets
Building Repair Maintenance		200	
Books and Subscriptions			Resources for committee
			Welcome Center materials
		220	
Other Operating Supplies	-65		OTDB Name Badges
		500	Picture Hanging System
	+45	300	A-frame and inserts (actual cost 255)
		1000	Toner catridges, etc.
	+50	50	Halloween Event (actual cost 0)
		1000	Holiday Decorations (actual cost 254)
		400	Egg Hunt Supplies (estimated cost 250)
	(+30)	3250	
Computer Software		0	Service to send newsletter
Award & Plaques			Gifts to outgoing Committee Members
			Taylor Project awards?
		200	
Subtotal	-90		
		124,000	Supplemental Appropriation for Event Expenses
		5,000	Arts Grant Funds Expected
		160,000	OTW budget from Assessment District
TOTAL BUDGET:		289,000	